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(54) Title: OPTICALLY VARIABLE PIGMENTS HAVING AN ASYMMETRICAL LAYER STRUCTURE

(57) Abstract: The present invention relates to pigments whose particles have a length of from 2 μ m to 5 μ m, a width of from 2 μ m to 2 mm and a thickness of from 50 nm to 1.5 μ m and a ratio of length to thickness of at least 2:1, the particles having a core of a metallic reflecting material having two substantially parallel faces, the distance between which is the shortest axis of the core, comprising (a), optionally, on one parallel face of the core, an SiO_y layer wherein 0.95 < y ≤ 2.0, (b), on the SiO_y layer, an SiO_x layer wherein 0.03 < x ≤ 0.95, and (c), on the SiO_x layer, an SiO_z layer wherein 0.95 < z ≤ 2.0, to a method for the production thereof, and to the use thereof in paints, textiles, ink-jet printing, cosmetics, coating compositions, plastics, printing inks and in glazes for ceramics and glass. The pigments without an SiO_y layer produce brilliant colours. The pigments with an SiO_y layer are opaque and exhibit brilliant colours with a metallic appearance.

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